EFFECTIVENESS OF CLICKBAIT ON CONSUMER BRAND PERCEPTION, CONSUMER BRAND RELATIONSHIP AND PURCHASE INTENTIONS WITH SPECIAL REFERENCE TO APPAREL INDUSTRY

A Synopsis Submitted to

Shri Vaishnav Vidyapeeth Vishwavidyalaya

In Management

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INTRODUCTION

Consumers who make purchases online (also known as internet or e-shopping) do so without physically visiting any stores. Online shopping has taken off all over the world thanks to rising consumer awareness, technical advancements, and easy access to the internet. Online shopping is profitable due to its convenience. Online retailers offer a variety of purchasing and payment alternatives. At any time of day, purchases can be done from homes or offices. Customers that shop online receive more discounts and promotions, including coupons and vouchers. Product information is thorough, accurate, and simple to find. Additionally, other consumers' feedback and ratings improve the shopping experience. Customers that purchase items from different clothing websites exhibit a particular type of behavior that is tied to several demographic parameters, such as age, gender, income group, marital status, occupation, etc. In recent years, online buying has become increasingly popular. Customers as well as online shops and websites have grown in number. We can determine their goals by looking at consumer behavior in an online environment. We may use this data to create more effective marketing campaigns that will assist in bringing steadfast offline customers online.

One of a person's basic needs is clothing. People dress differently for various occasions, ranging from casual everyday wear to formal attire, depending on their needs and preferences. Clothes serve a variety of purposes, including danger or environmental protection, providing a barrier against cold or heat as well as potential harmful elements, and facilitating the wearer's daily activities. In addition to serving a practical purpose, clothing can convey a person's preferences, personality, and sense of style to the outside world. Purchasing apparel used to be done in the usual manner at boutiques or retail stores. Online shopping has become a popular new method of buying for people all around the world thanks to the advancement and growth of technology and the internet.

A text or image link known as "clickbait" is one that is intended to grab readers' attention and persuade them to click on it, read, see, or listen to the online material it links to. Clickbait is frequently false, sensationalized, or otherwise misleading. The main goal of clickbait is to increase traffic to a specific website or platform, frequently in order to increase user engagement metrics or generate advertising income.

Since it gives businesses a competitive advantage, keeping online customers has drawn a lot of attention. Customers will make more purchases at a certain online retail store if they are happy with it. Thus, for both offline and online businesses, the notions of customer satisfaction and retention are becoming more and more crucial. It is crucial to comprehend the variables that influence client satisfaction and their preference for online retailers. The steps involved in the purchasing process are problem/need awareness, information search, alternative evaluation, purchase decision, and post-purchase behavior. Customer satisfaction is the outcome of the consumer's experience during the various buying stages.

CONCEPTUAL FRAMEWORK

Shopping of Apparels:

According to Nasibov et. al., (2019), the market share of online clothes retailing is expanding significantly. Online garment sales increased as a result of the internet's extensive diffusion as a result of technological improvement and inexpensive data rates (Kaushik and Dhir, 2019). Despite this, a substantial percentage of transactions are made at physical stores, which suggests that clothing websites are not giving customers the information they need to make an informed selection (Boardman and Mccormick, 2019). The importance of handling the goods is lessened in online purchasing, which leaves consumers with unanswered questions (Rathee and Rajain, 2019). In addition, clothing is seen as a specialized good with wide variations in terms of quality, body fit, cost, and taste (Hansen and Jan, 2009). In-home purchasing, particularly for clothes products, may be more unsure due to the inability to try the product and the scant information provided on the internet (Khakimdjanova and Park, 2005). In order to overcome the loss of a physical experience, consumers started to buy through both online and offline channels at the same time (Nasibov et. al., 2019).

Consumer Brand Perception:

Consumer brand perception delves into the way consumers perceive a brand. It intertwines with brand attitude, encapsulating a consumer's assessment, beliefs, reactions, and connections with a brand (Aslam W, et. al., 2018). Understanding perception is vital in comprehending how consumers process various branding elements. Consumer Brand Perception can be seen as the amalgamation of emotional triggers and brand, triggering an unconscious learning process that shapes implicit evaluations, ultimately shaping brand attitudes (Iranmanesh M., et. al., 2017).

Consumer Brand Relationship:

The connection between how consumers perceive a brand's value and their loyalty towards it, along with various measurements of brand performance, is crucial. Customer-perceived brand value plays a significant role in influencing how consumers engage with online retailers' brands (Sharma R., et. al., 2018). Establishing a positive relationship between a brand and its online customers is vital for fostering lasting commitment. Consequently, retailers continually invest efforts into enhancing how customers perceive the value of the brands they offer (Saprikis V., et. al., 2018). Factors such as individual and shared experiences, brand associations, brand personality, attitude, and image all contribute significantly to developing Consumer Brand Relationships (Choi K. H., et. al., 2003).

Clickbait:

E-commerce is a thriving industry. Targeting that particular demographic, a sizable number of online-only stores have developed in recent years. Examples include UK companies ASOS and Boohoo, which also provide international shipping. They are dominating its comparable quick fashion competitors, including H&M and Zara, because they don't need to operate physical locations. People want their fashion, and they want it immediately. Fashion is personal. What one individual find enjoyable, another may not. Whether you love it or detest it, clickbait fashion nevertheless draws attention to the business and its products. Any publicity in this situation is beneficial publicity.

REVIEW OF LITERATURE

Social media sites' selection fosters a clickbait media ecosystem in the contemporary world. Although clickbait tactics can be dangerous, clickbait is frequently used by several fashion apparel brands (Juliane A Lischka and Marcel Garz, 2021). According to Anna-Katharina Jung et al., 2022, clickbait characteristics may be helpful to encourage people to interact with a brand that is pertinent but does not immediately grab their attention. Utilizing clickbait-style elements might encourage readers to read articles with greater impact because nudging must be viewed as a motivator to make better decisions (Abayomi Baiyere, 2023). The audience metrics (Fürst, 2020; Lamot and van Aelst, 2020), competitor content (Boczkowski, 2010), social media content (Cagé et al., 2020), and outlet reputation (Andina-Daz and Garca-Martnez, 2020; Siegert et al., 2011) are the factors that a brand consider when choosing which news to publish or which post is apt for social media and how to edit it. People are more eager to integrate a fresh technology into their daily life, which has led to the acceptance and usage of modern technologies becoming a universal habit (Natrajan, Balasubramanian, and Kasilingam, 2018). Online shopping has experienced tremendous growth as a result of technology developments in the business over the past few decades (Rubin et. al., 2020). Online buying officially began with this dramatic shift in consumer purchase patterns (Hågvar, 2019). Businesses now desire to have an online presence, which has contributed to the expansion of online commerce (Rahman et. al., 2018). According to Adnan (2014), this behavior helps them obtain a competitive edge over other businesses in the market.

Adnan (2014) claims that this practice gives them a competitive advantage over other companies in the market. Despite the advantages of online buying, some worries are associated with these transactions, which may deter some people from engaging in online transactions altogether (Beldad et. al., 2010). Consumers avoid online buying for a variety of reasons, including the perceived lack of human interaction, a lack of financial security and privacy, intangible products, technological failures, and unexpected service encounters (Aldhmour, 2016). Businesses should understand how to maintain and grow their online presence as they increasingly rely on the internet to supply their goods and services (Beldad et. al., 2010). Companies should identify the major factors that influence consumer decision-making when making an purchase so they may develop methods to increase buy intention (Adnan, 2014). A thorough study of the elements that encourage

and discourage consumers from making purchases may offer fresh perspectives that spur the expansion of B2C e-commerce (Rahman et. al., 2018).

Clickbait is described as "a form of web content that employs writing formulas and linguistic techniques in headlines to trick readers into clicking links, but does not deliver on promises" (Rony, Hassan, Yousef 2017). However, clickbait does not necessarily have a bad outcome. When consumers click on clickbait adverts, they can be pleasantly pleased. Content producers create titles or adverts for their articles and videos that are purposefully vague and exclude important details in order to create clickbait. Customers are frequently intrigued by ambiguity when it is combined with sensationalized language (McNeal, 2015). These click-bait headlines imply that reading their links will give readers the information they're looking for (McNeal, 2015).

RATIONALE

E-commerce is a thriving industry. Targeting that demographic, a sizable number of online-only stores have developed in recent years. People want their fashion instantly. For years, high fashion has caught people's attention. Whether you love it or detest it, clickbait fashion nevertheless draws attention to the business and its products. Any publicity in this situation is beneficial publicity.

Clickbait can be used to attract prospects and increase online shopping frequency and customer base. Brands should focus on selling online and deliver very soon so that the stock purchased is always in trend. Brands should concentrate on selling online and fulfilling orders quickly to ensure that the merchandise they buy is always in style. The delivery system should be stronger. Social media and mobile applications for selling apparels should be up to date all the time. Offers should be always communicated on all online platforms immediately along with the new fashion trend.

The e-commerce sector in India is currently seeing unprecedented growth, with safe employment prospects and steady sales. Online advertising, new media innovations, online content, as well as the services offered by online retailers, all contribute to the adoption of online shopping. It is a well-known truth that India will experience a boom in the future of online retailing, and that people's attitudes regarding e-commerce and the internet have changed drastically. However, it is predicted that the digital market's tentacles will also attract these individuals. This study will let us understand the impact that age, gender has on the shopping. Clickbait appeals or creates an impact on the consumers when they buy apparels.

In the upcoming G20 to be held in India agendas have been put forth and one of them talks about accelerated inclusive and resilient growth. While the other one focuses on technological transformation and digital public infrastructure. So, the topic seems to be very relevant in the current scenario.

Also, in the review of literature, it has been found that the impact of clickbait on shopping behaviour is not been studied yet. Hence, I have chosen this topic.

OBJECTIVES OF THE STUDY

i. To study the impact of Clickbait on Consumer Brand Perception for Apparels.
ii. To study the impact of Clickbait on Consumer Brand Relationship for Apparels.
iii. To study the impact of Clickbait on Purchase Intention for Apparels.
iv. To explore the mandatory relationship of Consumer Brand Perception and Consumer Brand Relations between Clickbait and Purchase Intention.
v. To open up new vistas of research and develop a base for application of the findings in terms of implications of the study.

RESEARCH METHOD

The Study:

The present study is exploratory research.

The Design:

a) Independent Variable:

i. Clickbait

b) Dependent Variables:

ii. Consumer Brand Perception
iii. Consumer Brand Relationship
iv. Purchase Intention

CONCEPTUAL RESEARCH MODEL OF THE STUDY:

Based on the above mentioned constructs; research study will be conducted across markets for apparels, the conceptual foundation developed for the model in this study is shown below (Figure 1).

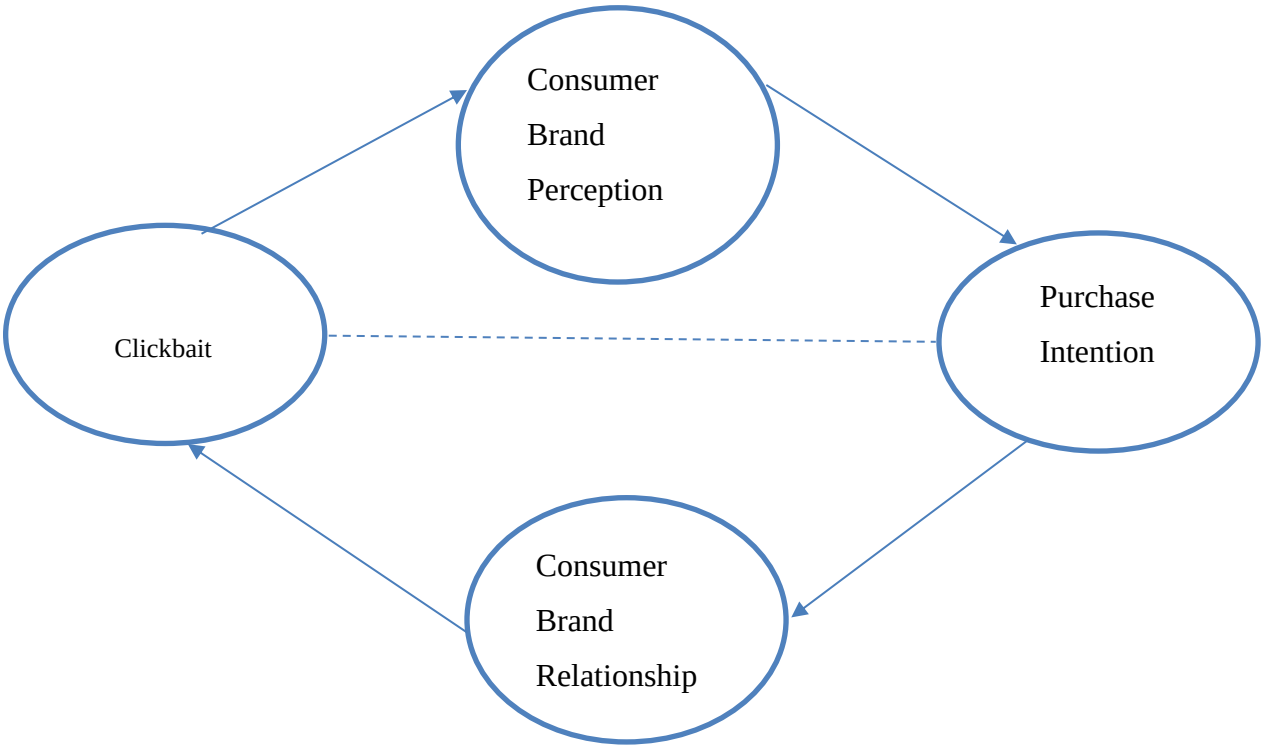

Figure 1: Conceptual Model of the Study

The suggested model illustrates the relationship between constructs of Clickbait, Consumer Brand Perception, Consumer Brand Relationship on Purchase Intention, which forms the basis of empirical testing and analysis.

THE SAMPLE:

The sample of the study will comprise of 500 respondents from Madhya Pradesh who shop apparels online.

Purposive sampling will be done for the current research.

The Variables:

a) Independent Variable:

i. Clickbait

b) Dependent Variables:

ii. Consumer Brand Perception

iii. Consumer Brand Relationship

iv. Purchase Intention

HYPOTHESES:

Based on review of literature and past studies, the following hypotheses are formulated for this study through empirical investigation.

H_{21}: There is a positive impact of Clickbait on Consumer Brand Perception for Apparels.

H_{22}: There is a positive impact of Clickbait on Consumer Brand Relationship for Apparels.

H_{23}: There is a positive impact of Clickbait on Purchase Intention for Apparels.

H_{24}: There is a positive mediating relationship of Consumer Brand Perception and Consumer Brand Relationship between Clickbait and Purchase Intention for Apparels.

THE TOOLS:

For Independent Variable

I. Tools used for Data Collection

For Dependent Variable:

a) Scale to Study Purchase Intention:

The data for this study will be mainly collected through survey method. Standardized scale proposed by Sharma R. (2022) called as Online Purchase Intentions Research Instrument will be used. The respondents from Madhya Pradesh who shop apparels online will be asked to respond on 'Likert Scale' (Five Point Scale) ranging from "Strongly Disagree" to "Strongly Agree". The additional data needed to support the study will also be collected from secondary sources like, online publications, journals, magazines, newspapers, books etc.

b) Scale to Study Clickbait, Consumer Brand Perception, Consumer Brand Relationship

The data for this study will be mainly collected through survey method. Standardized scale proposed by Sharma R. (2022) for Consumer Brand Perception and Consumer Relationship will be used. The data for this study will be mainly collected through survey method. Standardized scale proposed by Pengnate et. al. will be adopted and modified as per the topic, since it is inter-disciplinary for variable clickbait. The respondents from Madhya Pradesh who shop apparels online will be asked to respond on 'Likert Scale' (Five Point Scale) ranging from "Strongly Disagree" to "Strongly Agree". The additional data needed to support the study will also be collected from secondary sources like; online publications, journals, magazines, newspapers, books etc. Culture free

II. Tools for Data Analysis:

The structural model will be tested using Structural Equation Modeling (SEM) to determine the linear structural relations between latent variables, enabling the hypotheses to be tested. SEM appears to be the best available statistical technique for testing the hypotheses for its simultaneous assessment of the structural relations of variables. SEM will be performed using statistical tool AMOS 26.

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PROPOSED CHAPTER OUTLINE

Chapter 1: CONCEPTUAL FRAMEWORK

Chapter 2: REVIEW OF LITERATURE

Chapter 3: RESEARCH METHOD

Chapter 4: RESULTS

Chapter 5: DISCUSSIONS

Chapter 6: SUMMARY, CONCLUSION AND SUGGESTIONS

Chapter 7: IMPLICATIONS

Chapter 8: LIMITATIONS

REFERENCES

APPENDICES